SX/S-4/UG(A) —
ELL (GE – IV)

2017

Time : 3 hours

Full Marks : 100

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

*Answer **all** questions.*

1. Answer any **four** questions :   15×4 = 60

    (a) Discuss the format and general technique of news writing.

    (b) What are advertisements ? Discuss the various types of advertisements.

    (c) What is news ? What are the various factors that affect news selection ?

    (d) "A good 'lead' leads a reader into a story." Elaborate.

XU – 41/2   (Turn over)

(e) Differentiate between a news story and a feature.

(f) "An important aspect of news is that it is new." Elaborate discussing the types of news.

2. Write short notes on any **four** of the following :

$5 \times 4 = 20$

(a) Product Advertisements

(b) Hard news

(c) Direct lead

(d) Accuracy of news

(e) Editorial

(f) Importance of time in news reporting

3. Write a news story on the basis of the given facts : 20

Traffic congestion-in Ranchi-inconvenience to people tender for flyovers invited-traffic SP calls a meeting-new strategies to be discussed-suggestions from public welcome.

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